



**Destination Marketing Organization (DMO) Task Force Agenda**  
**May 10, 2023 | 7:30 a.m. to 9:00 a.m.**  
**City Hall, Ash North and South Conference Room**

**Please note: The May 10, 2023 DMO Task Force meeting is taking place in person at City Hall. Members of the public may attend the meeting in person. Public comments will be accepted during the meeting. Questions regarding this meeting can be taken between the hours of 8:00 a.m. to 4:30 p.m. via email [planning@woodburymn.gov](mailto:planning@woodburymn.gov) or by calling 651-714-3533 and leaving a voicemail message.**

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1. Call to Order / Roll Call (7:30 a.m.)
2. Icebreaker (approx. 7:31 a.m.)
3. Approval of Minutes of the April 12, 2023 Regular Meeting (approx. 7:40 a.m.)
4. Summary and Recap of April Task Force Discussions (approx. 7:45 a.m.)
5. Presentation of Strategic Planning Process – Community Development Director Janelle Schmitz (approx. 7:55 a.m.)
6. Review and Discussion of DMO Goals (approx. 8:05 a.m.)
7. Introduction of Marketing and Branding Consultant and Strategy (approx. 8:25 a.m.)
8. Adjourn (9:00 a.m.)

**The City of Woodbury is subject to Title II of the Americans with Disabilities Act, which prohibits discrimination on the basis of disability by public entities. The City is committed to full implementation of the Act to our services, programs and activities. Information regarding the provisions of the Americans with Disabilities Act is available from the City Administrator's office at 651- 714-3523. Auxiliary aids for disabled persons are available upon request at least 72 hours in advance of an event. Please call the ADA Coordinator at 651-714-3523 (TDD 651-714-3568) to make arrangements.**



**To:** Destination Marketing Organization (DMO) Task Force Members  
**From:** Annie Coyle, Assistant to the City Administrator/Deputy Clerk  
**Date:** May 5, 2023  
**Re:** May 10, 2023 DMO Task Force Meeting

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The Destination Marketing Organization (DMO) Task Force is scheduled to hold its third meeting on May 10, 2023, at 7:30 a.m. in the Ash Conference Rooms of City Hall.

**I. Call to order and roll call**

Chair Burt will call the meeting to order and note any absences.

**II. Icebreaker**

Vice Chair Scoggins will lead the task force through an icebreaker activity.

**III. Approval of Minutes of the April 12, 2023 Regular Meeting**

The draft meeting minutes of the April 12, 2023 DMO Task Force are included in the packet. A positive voice vote from the Task Force is required for adoption of the meeting minutes.

**IV. Summary and Recap of April Task Force Discussions**

Vice Chair Scoggins will provide a brief recap of the April task force discussions.

**V. Presentation of Strategic Planning Process**

The City of Woodbury has conducted a number of planning processes to create strategic plans that are both responsive to the vision of the community, and are able to be implemented. A presentation by Community Development Director Janelle Schmitz will overview the recent Economic Development Commission Strategic Planning Process and Plan (available online at: <https://www.woodburymn.gov/DocumentCenter/View/1564/2022-Economic-Development-Strategic-Plan-Adopted?bidId>) and expected similarities to the development of the Destination Marketing Organization Strategic Plan 2024-2027.

**VI. Review and Discussion of DMO Goals**

At the April 12 DMO Task Force meeting, draft goals of the future DMO were presented to the members of the task force. Task Force comments and feedback were captured by staff during the conversation and staff have updated the draft goals. It was identified that the promotion of existing community events and amenities and partnerships with community organizations are a priority, and that all community facilities and park amenities can benefit from the enhanced marketing and business opportunities facilitated by the DMO.

Revised goals are included in the packet. Staff will review each with the task force and ask for additional feedback. These goals can be further refined as the task force continues to move through the strategic planning process and will ultimately shape the Destination Marketing Organization Strategic Plan 2024-2027.

**VII. Introduction of Marketing and Branding Consultant and Strategy**

The city has selected Padilla as the Marketing and Branding consultant to assist in the development of marketing and branding plans for the DMO. Representatives from Padilla will be present at the task force meeting to introduce themselves, provide a presentation on their work process and milestones, and provide information about the types of activities and information that will be needed from task force members. The marketing and branding plans and implementation strategies will be an important component of the overall Destination Marketing Organization Strategic Plan 2024-2027.

**VIII. Adjourn**

Respectfully submitted,



Annie Coyle, Assistant to the City Administrator/Deputy Clerk

**ATTACHMENTS**

1. Minutes of the April 12, 2023 Regular Meeting
2. DRAFT Destination Marketing Organization Goals

cc: Mayor and Councilmembers  
Clint Gridley, City Administrator  
Angela Gorall, Assistant City Administrator  
Janelle Schmitz, Community Development Director  
Michelle Okada, Parks & Recreation Director  
Rob James, Information & Communications Technology Director

**CITY OF WOODBURY**  
**DMO TASK FORCE MEETING MINUTES**  
**April 12, 2023**

Pursuant to due call and notice thereof, a meeting of the Destination Marketing Organization (DMO) Task Force was held at Woodbury City Hall, 8301 Valley Creek Road on April 12, 2023, in the Ash North and South Conference Room.

**CALL TO ORDER**

Mayor Anne Burt called the meeting to order at 7:00 a.m.

**ROLL CALL**

Upon roll call the following members were present: Chair Anne Burt (Mayor of Woodbury), Pattie Ball (Hospitality/Hotel representative), Jason Egerstrom (City of Woodbury/ICT representative), Paul Huffman (Woodbury Days representative), Craig Johnson (EDC representative), Dan Moris (City of Woodbury/Parks & Recreation representative), Tim O'Brien (Hospitality/Restaurant representative), Vice-Chair Amy Scoggins (former Council member), Eric Searles (City of Woodbury/Community Development representative), Manali Shah (Non-Profit Service Organization representative), Laurie Staiger (Chamber of Commerce representative), and Vivian Latimer Tanniehill (at large representative).

Also present: Annie Coyle, Assistant to the City Administrator/Deputy Clerk; and Jamie Thoen, Administrative Assistant.

1. **Approval of Minutes of the March 15, 2023 Regular Meeting**

**APPROVAL OF MINUTES**

MOTION: Anne Burt moved to approve the minutes of the DMO Meeting which was held on March 15, 2023 meeting as submitted.

SECOND: Eric Searles

VOTING IN FAVOR: Mayor Anne Burt (Chair), Pattie Ball, Jason Egerstrom, Barbe Marshall Hansen, Paul Huffman, Craig Johnson, Dan Moris, Tim O'Brien, Amy Scoggins (Vice-Chair), Eric Searles, Manali Shah, Laurie Staiger, Vivian Latimer Tanniehill

Against: None

Absent: None

2. **Presentation and Discussion of the Woodbury Destination Amenities**

Michelle Okada, Parks and Recreation Director and Reed Smidt, Recreation Manager discussed public amenities, as well as destination parks and amenities that are a regional draw to the public. Ms. Okada discussed how tournaments and special events are a draw for outside residents coming into Woodbury. Mayor Burt added a comment that there will be a special invitation for athletic groups to attend a meeting to discuss the DMO. All members of the DMO task force will also be invited to attend. Reed Smidt discussed the economic impact of these events bringing visitors into the community. Dan Moris reported that the banquet room at Eagle Valley Golf Course is a great space and rented out weekly for smaller groups of around 150

people. Ms. Okada discussed the planned renovations at the Central Park facility, which will include new event/meeting space for up to 350 people.

Questions/ideas were posed from the task force members on Public Amenities:

- Will the slides be available for viewing from the presentation after the meeting?
- Do we have data to break down the percentage of the daily economic impacts discussed?
- Can the outdoor space be utilized for music events, etc?
- What is the timeline for the Central Park renovation?
- Do we have any data on resident vs. nonresident use of the Lookout Ridge facility?
- The walking locations are something we should highlight.
- What sector has the most growth opportunities?
- Field accommodations to bring in additional revenue and expand our programming.
- For the national fields, how many would it take to accommodate those requests?
- How many fields do we have?
- Is the band shell frequently used? How often.
- Are there opportunities to bring race events or Ragnar events for our trails?

Janelle Schmitz Community Development Director discussed private amenities including retail, event centers, food and drink options, corridors, healthcare and regional attractions.

Questions were posed from the task force members on Private Amenities:

- Are there plans to renovate or add connections with the construction of the Gold Line?
- Was the recent announcement of federal funding going to enhance the Woodbury location?
- Are there plans for connections for the Gold Line to reach or connect with the Radio/94 Corridor?

Mayor Burt requested Barbe Marshall Hansen discuss the performing arts. Ms. Marshall Hansen reported that raising awareness to existing programming is important and could be enhanced through a central website calendar or events page. Additional large space is also needed to support the growing arts and culture community. There is currently programming at the Black Box Theater, all high school and middle school theaters, and rehearsal space at the Merrill Arts Center.

Questions/ideas were posed from the task force members on Performing Arts locations.

- Are all identified spaces in Woodbury or near Woodbury?
- Are there plans for new space to enjoy arts for residents and visitors?

There was continued discussion reading the existing focus exclusively on Sports Development and Expansion and Youth Sports; possible focus shifts to 'activities' instead of places'; clear gap in art programming; existing locations for music events; and that communication about the existing programming and amenities will attract visitors.

### **3. Development of DMO Goals**

Annie Coyle discussed developing goals for the DMO Strategic Plan. She went through the five draft goals provide in the packet.

Questions/ideas were posed from the task force members:

- Need to attract and raise awareness for new people, visitors, and residents
- Expand goals to include other community facilities (parks amenities)
- Could a bigger event or amenity draw more people in to Woodbury?
- What regional opportunities in the surrounding areas will encourage stays in Woodbury?
- How do we get more visitors to stay and enjoy their time here?

Ms. Coyle advised the development of goals would continue at the next meeting.

**5. Discussion of Communications, Marketing, and Branding Activities**

Ms. Coyle gave a brief update that the marketing and branding consultant is expected to be present at the May Task Force meeting.

**ADJOURNMENT**

The meeting adjourned at 8:59 a.m.

# Destination Marketing Organization Task Force

## Destination Marketing Organization Goal Setting

May 10, 2023

### Introduction

Definition: a **goal** is an objective or aim that the Destination Marketing Organization will try to reach or achieve.

Goals established by the DMO Task Force will be included in the 2024-2027 Destination Marketing Organization Strategic Plan.

The following draft goals are not provided in order of priority.

### DRAFT Destination Marketing Organization Goals 2024-2027

1. To connect visitors and raise awareness of existing events and amenities to position Woodbury as an attractive location for new and reoccurring visitors.
2. To provide a high quality and innovative online and Central Park presence, which markets and promotes Woodbury as a destination.
3. To continue to cultivate partnerships with business establishments and community organizations to increase the tourism and visitors to Woodbury, supporting their success and ultimately the economic impact to the community.
4. To support and enhance marketing and business opportunities for all community facilities and park amenities while prioritizing Eagle Valley Golf Course, Central Park, and the Sports Center.
5. To provide transparent comprehensive financial and performance reporting, planning and analysis.